

Only One Talent
Coach Works With
Eight Morning
Shows in the Top
Ten Markets!



The Reynolds Group

Planet Reynolds

We Create Personality Radio

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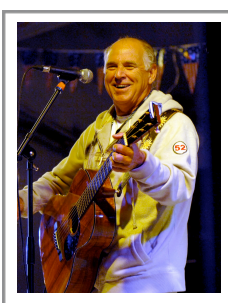
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They Love Me, They Really Do!



"We changed the way people live their lives, what they do when they get up in the morning, how they reward themselves, and where they meet." This from Orin Smith, the CEO of Starbucks. How did they get people to change their morning habits? And how can you get your consumers to use more of your morning show? Well, read below!

To the left are five iconic brands whose fans love them. Why? And how do you make your fans love your morning show and become more loyal? Read below!



Brand loyalty implies a consumer's successful emotional attachment and long term commitment to a brand. Here's how a morning show does that.

- Every break in PPM stands alone. So, creating a positive, fun, entertaining experience in every break, where every "scene" is complete in itself and is satisfying enough they want (need) to return the next day for more.
- Significant, fun benchmarks for horizontal, day-to-day listening.
- Conceiving ideas around personal and pop culture topics that create talk (being innovating to be stimulating). Simply put, innovation fuels more occasions of listening.
- Having significant miss a day, miss a lot images.
- Developing short term "story arcs" around relevant content that carry people to the next day to hear the next chapter (see examples in the sidebar). This is one area we work very hard on with shows in our weekly calls - coming up with these narratives that last a few days on the show that compel listeners to return. And as we all know in PPM, listening longer is really about occasions of listening verses lengthening their time exposed on a certain day (a near impossibility).
- Seizing moments to insert themselves into news or pop culture in ways that create talk for the show for extra "cume intrigue". See sidebar above right for an example of a way we took a small local story and made it ours to create interest in the morning show.

Grow deeper loyalty with your cume and watch your ratings go up by having your morning show do the six things above!

Narrative Story Arcs: Turning Listeners Into Loyal Fans

Eminem says he doesn't allow cursing at home. So Mojo and Rachel from "Mojo in the Morning" on Channel 95.5, Detroit had a one week bet to see who could curse the least. Family members of each played gatekeeper. The loser (who was Rachel) bought anyone who showed up at a Tim Horton's a donut on Friday morning.

An Indianapolis bakery decides to not sell rainbow cupcakes to a gay couple for moral reasons. The Scotty Show from Radio NOW made it an issue and spent a week soliciting for people to come to his cupcake party on Friday. With twists and turns, the only people who could attend needed to be gay. More than 200 showed up, along with lots of TV cameras and the mayor.

The Reynolds Group coaches morning shows to better connect with their audience. Focusing on the demo and challenging them to develop fun, relevant content and entertaining ideas makes more people want to tune it!

Steve Reynolds



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